



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 498598 /		<u>Alt Order #</u> 06368348
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/29/12 - 11/05/12		<u>Estimate #</u> 1123
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 4	KVVU	11/02/12	11/02/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	-----F----	:30		\$350.00	NM		
			See MG 51.2,51.3,51.4									
N 14	KVVU	10/29/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
			See MG 14.3									
	3	KVVU	10/29/12-10/29/12	Dr Oz	3-4p	M-----	:30		\$350.00	NM		
			Ⓜ MG for 14.1 10/29									
Week:		11/05/12	11/11/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	11/05/12-11/11/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
			See MG 51.2,51.3,51.4									
N 32	KVVU	11/01/12	11/01/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	----Th----	:30		\$350.00	NM		
			See MG 51.2,51.3,51.4									
N 41	KVVU	10/30/12	10/30/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	-Tu-----	:30		\$350.00	NM		
			See MG 51.2,51.3,51.4									
N 51	KVVU	10/31/12	10/31/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>		<u>Alt Order #</u>
498598 /		06368348
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/12 - 11/05/12	CROSSROADS GPS	1123
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS/Cross Roads GPS		11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---W-----	:30		\$350.00	NM		
			See MG 51.2,51.3,51.4									
	2	KVVU	11/02/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----F----	:30		\$700.00	NM		
	Ⓜ		MG for 14.2,41.1,4.1,32.1,51.1									
	3	KVVU	11/02/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----F----	:30		\$700.00	NM		
	Ⓜ		MG for 14.2,41.1,4.1,32.1,51.1									
	4	KVVU	11/04/12-11/04/12	Criminal Minds	Sun 11p-12am	-----Su	:30		\$350.00	NM		
	Ⓜ		MG for 14.2,41.1,4.1,32.1,51.1									
Totals											65	\$46,220.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	65	\$46,220.00	\$39,287.00
Totals	65	\$46,220.00	\$39,287.00

Signature: _____ **Date:** _____

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FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP NOV1/12 14.51
CHANGES *** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____

SALES PRSN PH- TERESA DIFURIA

CLASS: NATL.	LOCAL	REGIONAL
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(CH)

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV1/12 14.51

TO ROSE
FROM TERESA
OKED M7... SEE
NCIT
PLEASE CONFIRM
THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

AGENCY ADVERTISER CODE = 12	AGENCY EST# = 1123
AGENCY PRODUCT CODE = 11	

4	S	400P-500P	30	\$350.00	11/2	11/2	0	FRI	0
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PROGRAM : DR OZ
CON COM1 : DR OZ
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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET WANTED FROM DDD WORTH 100 14 17

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
69	A		700A-900A	30		\$700.00	11/2	11/5	2		F,M	2
PROGRAM : NEWS ORD COM1 : SPOTS N/A DUE TO RATE. MG OFFER 2 SPOTS IN 7-9A NEWS. NOT PRE-BOOKED ORD COM2 : PLS APPROVE. THIS IS A MAKE-GOOD FOR NOV2 ON LINE-4 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV1 ON LINE-32 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT30 ON LINE-41 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT31 ON LINE-51 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR NOV5 ON LINE-14 FOR 1 SPOT/WK												
70	A		1100P-1200M	30		\$350.00	11/4	11/4	1		SUN	1
PROGRAM : CRIMINAL MINDS ORD COM1 : SPOTS N/A DUE TO RATE. MG OFFER 2 SPOTS IN 7-9A NEWS. NOT PRE-BOOKED ORD COM2 : PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 69-70												
14	S		400P-500P	30		\$350.00	10/29	10/29	0		MON	0
14	S		400P-500P	30		\$350.00	11/5	11/5	0		MON	0
PROGRAM : DR OZ CON COM1 : DR OZ												
32	S		400P-500P	30		\$350.00	11/1	11/1	0		THU	0
PROGRAM : DR OZ CON COM1 : DR OZ												
41	S		400P-500P	30		\$350.00	10/30	10/30	0		TUE	0
PROGRAM : DR OZ CON COM1 : DR OZ												
51	S		400P-500P	30		\$350.00	10/31	10/31	0		WED	0
PROGRAM : DR OZ CON COM1 : DR OZ												

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 14.51
REP HEADLINE# 6368348 TRF# 498598
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$ **CHANGES** *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M7	OK'D	BUY#4	MISSED: FRI/400P-500P				NOV2		30S	\$350.00		(OCT31/12)
		BUY#32	THU/400P-500P				NOV1		30S	\$350.00		
		BUY#41	TUE/400P-500P				OCT30		30S	\$350.00		
		BUY#51	WED/400P-500P				OCT31		30S	\$350.00		
		BUY#14	MON/400P-500P				NOV5		30S	\$350.00		
			OFFER: F,M/700A-900A				NOV2 (2/WK)		30S	\$700.00		
			& SUN/1100P-1200M				NOV4		30S	\$350.00		

CMT: SPOTS N/A DUE TO RATE. MG OFFER 2 SPOTS IN 7-9A NEWS. NOT PRE-BOOKED
CMT: PLS APPROVE.

NOV/12 46220.00 CONTRACT TOTAL 46220.00
TOTAL SPOTS 65

MARKET TOTALS \$420,181 KVVU 11% KSNV 33% KLAS 33% KTNV 11% KVMY 8% KVCW 1% CABL 0%
KTUD 3%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE